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American Ethical Union

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THE STANDARD will appear monthly from October to May. The price has been fixed at 15 cents a number, or \$1.00 for eight issues, postpaid.

THE STANDARD will seek to focus public attention on the great ethical problems, both those of a general character, such as the meaning of human life, and the nature of moral principles, and those of a specific sort, such as the ethics of the various vocations, the ethics of the family and of the eugenics movement, the problems of the reorganization of industrial and business life on ethical lines, and questions relating to the moral education of children and the continuance of moral culture in adult life. The practical needs of our day demand a deep and earnest attention to the solution of such problems, and this earnestness the new journal will endeavor to promote.

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